



**Centers for Medicare and Medicaid Services National Medicare
Multi-Media & Education Campaign
Radio Ad Script**

Network radio-Bus :30

(SFX: ambient sounds form inside a bus)

beneficiary- age woman 1: My friend Sarah and I are on a church trip,
talking about signin' up for the new Medicare
Prescription Drug Coverage.

Woman 2: I'm not sure what to do.

Woman 1: There's a lot of help out there. You can call 1-
800-MEDICARE, or compare the drug plans
at medicare dot gov...

Woman 2: Stevie could show me.

Woman 1: Mmmmm. Plus, there is help in the
community. There was somebody at the
church last week.

Woman 2: Was he good lookin'? Laugh...

Anncr: Sign-up for Medicare Prescription Drug
Coverage begins November 15th. Call 1-800-
MEDICARE or visit medicare dot gov. Paid for
by the U.S. Department of Health and Human
Services.